

Subject: Re: Creative PR Agencies // Branding Refresh
From: Jonathan Williams <jwilliams@labattleship.com>
Date: 12/01/2017 04:08 PM
To: Lorena Parker <lparker@sanpedrobid.com>
CC: "Baker, Arley" <ABaker@portla.org>, Greg Morena <greg@thealbright.com>, Monica Simpson <msimpson@sanpedrobid.com>

I have also discussed with Arley to have their firm do a presentation on what they are doing at one of the next committee meetings. Should we hold off until we find a firm?

I recall from the committee conversation that we are not necessarily looking for collateral or any of the such in this first run.

I believe we are looking at them for high level public facing slogan / messaging in phase 1. They would look at the assets, speak to some of the knowledgeable stakeholders with targeted questions, review online information on the area, possibly survey visitors on a busy day, and then with the data drill down the overarching message / look and feel of what the district is. Once we have this identified, then we would go into a phase 2. I envision phase 2 being separate and would be how we implement. This would probably be more in your world and also utilize internal personnel.

On Fri, Dec 1, 2017 at 3:12 PM, Lorena Parker <lparker@sanpedrobid.com> wrote:

Good afternoon,

In preparation for our board meeting, Monica has researched some creative PR firms. See below.

How do you want to proceed? Do a few of you want to interview them?

Let me know.

Kind regards,

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
**San Pedro Historic Waterfront
Business Improvement District**
[390 W. 7th Street | San Pedro, CA 90731](http://390.W.7thStreet|SanPedro,CA90731)
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)
lparker@sanpedrobid.com
www.sanpedrobid.com

----- Forwarded message -----

From: **Monica Simpson** <msimpson@sanpedrobid.com>

Date: Wed, Nov 29, 2017 at 9:15 PM
Subject: Creative PR Agencies // Branding Refresh
To: Lorena Parker <lparker@sanpedrobid.com>

Hi Lorena!

Agency Suggestions for Brand/Website Refresh & Logo Design:

First steps: determine exact needs (example: new Logo, new website, branding slogan, collateral, brochures...etc).

Next steps: schedule agency consultation and get quotes once scope of work is outlined.

Here's a few I recommend depending on budget:

Eat.Work.Sleep.

Location: El Segundo, CA
Clients have included: Kia & Mattel
<https://www.eatsleepwork.com/>
Budget: \$2500*

David & Goliath

Location: El Segundo, CA
Clients have included: California Lottery, KIA
<http://www.dng.com/>
Budget: \$3500+*

Isadora Digital Agency

Location: Manhattan Beach, CA
<http://isadoradigitalagency.com/web-experiences>
(Services include entire web eco-systems)
Budget: \$2k-\$5k*

Six Degrees LA

Location: Miracle Mile (LA)
(Most experience in Restaurant/Hospitality but have done other brands). They have a very fun and fresh approach. I think they would be up for the challenge!
<http://sixdegreesla.com/>

***All dollar prices are estimates based on tentative scope of work, these are not official quotes from agencies.**

Let me know if you have any questions! Talk soon!

--

Kind Regards,

Jonathan Williams
President & CEO

Pacific Battleship Center

Battleship IOWA Museum

Office/Fax: 877-446-9261 ext. 709

Website: www.pacificbattleship.com

Facebook: <http://www.facebook.com/pacificbattleship>

Twitter: <http://www.twitter.com/ussiowa>

Instagram: <http://www.instagram.com/battleshipiowa>

Download our FREE App by [clicking here!](#)

Our free newsletter is available by [clicking here!](#)

[*Please consider contributing to our annual campaign by clicking here!](#)